

# Archetypes

## Foot print

**Peter - Lindsay**

### Behaviour

- Introverted because his work requires a lot of focus and he can not break his attention
- Came from traditional work spaces (Cubicles and private offices)
- Have work at the impact hub from 2 years to 3 months
- Is not highly involved in the community events
- Small amount of connections on the Impact Hub network
- Doesn't have a strong connection with the Impact Hub value or proposition
- Professional network exist mainly outside the Hub

### Needs

- Comfortable space
- A place that has a professional atmosphere
- Space to meet with clients and guest
- Quietness
- A space to be left alone

### Pain Points and Issues

- Interested in contributing to the community only if process is super explicate
- Needs access to private group workspaces without having to reserve them ahead of time.

### Traceability

- O - He is a coder which means his work is non collaborative by nature - Peter - P06
  - Q - "I have the highest membership because I don't want to worry"- Peter - P06
  - Q - "I love the call center rooms but many people aren't to using them and people walk around with headsets and phones and its so annoying you are just like oh no" - Peter - P06
  - IQ - (While in Germany I was looking for spaces and when I arrived here, I went looking for a working space. Some of my friends recommended Impact Hub. So I booked a tour to look into it, I became comfortable with it, and looked nowhere else) - Peter P06
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# Tremor

Anabell - Kathy

## Behaviour

- Actively Social
- Highly Motivated
- Strong emotional connection to project.
- Has been at the Impact hub for a while but is new to this location.

## Needs

- Seeking a business partnership who is willing to give as much energy as David into the project.
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## Painpoints and Issues

- Unmet expectations in partnership
- Change is the goal but money not

## Traceability

- Q - "I don't know who is new"- Kathy - SME01

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# Earthquake

**Sarah - Steve**

## Behaviour

- Highly Social
- Extremely Motivated
- Strong emotional connection to project.
- Whiling to help people to develop their projects.
- Has been at the Impact hub for a while but is new to this location.

## Needs

- Seeking a business partnership who is willing to give as much energy as David into the project.
- Pain Points and Issues
- Unmet expectations in partnership
- Change is the goal but money not

## Traceability

- Q - "It's like biology or maybe was chemistry, It's like when you have a lot of atoms in one spot they tend to spread out"- Sarah - P03
- Q - "It's hard to find a partner due to floor separation"- Sarah - P02
- Q - "The Impact Hub needs a social code for acknowledging 1"- Sarah - P02
- Q - "I like spontaneous meetings in the kitchen"- Steve - P05